

Name _____ Period _____ Date _____

Creative Publicity

There are hundreds of ways to publicize in your community. Here are some creative ideas and space at the bottom to add your own.

- Check with the elementary schools. Many send weekly packets home with the children. You may be able to reach a lot of parents and young audience members this way. Remember to use this method only when the show is appropriate for young audiences.

Notes:

- Hang posters in places where people have time to read them. For example, rather than placing posters near store entrances and exits, ask permission to tape them to the counter at the checkout. The insides of restroom stall doors are also ideal (many business rent this space to advertisers). You might also try putting posters on the floor (use clear contact paper instead of tape), at busy phone booths, or on the ceiling at the dentist office. Remember, always ask permission.

Notes:

- Ask the local pizza parlors if you can tape flyers to the tops of boxes or ask if you can stuff them in the bags at the market. Make bookmarks for the public and school libraries advertising your show. Where are some other places you can employ this type of advertising?

Notes:

- Ask your friends and family to change the outgoing messages on their answering machines and voice mail to advertise the show. Tape posters in windows of cars (where allowed).

Notes:

- Offer to exchange ads with fellow schools or local theatres. You will advertise their show in your program and they will run an ad for yours in their program.

Notes:

- Other Ideas: